

Outstanding!
customer service

Level 1: Foundational



**Unparalleled Engagement. Outstanding Results
Every. Single. Time.**

BeldingTRAINING

The Evolution of Workplace Performance

About This Program Outline

This is an example of the Outstanding Customer Service Foundational workshop. If you see things in this outline that don't directly apply to your organization, or if there are things that aren't 100% relevant, no worries! When we prepare your *Outstanding Customer Service* program, every skill and every example will be specifically included with your people in mind.

Has Belding Training Worked in Your Industry?

With over 25 years' experience, there's a good chance we've either worked in your industry or a related one. Even if we haven't Our rigorous needs assessment and business capture process will quickly get us up to speed.

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Workshop Methodology

Belding Outstanding Customer Service workshops are structured in a sequential progression from core concepts to specific skills application. The core principles in the course are drawn from The Six Pillars of Customer Service. The training methodology centers around interactive exercises and a discovery process that leads to a series of memorable “aha” moments.

Interactive and Engaging

Belding Training uses a blend of learning techniques, focused heavily on tactile learner interaction. Rather than relying on cumbersome workbooks with classroom theory (we do have workbooks – they just aren’t cumbersome), the workshops include series of exercises, discussions, self-assessments, interactions and other activities to ensure that each participant is engaged and gaining the most at each step.



Who Should Attend

This Foundational customer service workshop is designed for individuals who have direct contact with customers, and those who lead customer-facing teams. Examples of roles the Foundational workshop is ideal for include:

- Customer service representatives
- Retail sales associates
- AR/AP professionals
- Legal, Accounting, Engineering and other professional occupations
- Technical support and help desk agents

Workshop Outcomes

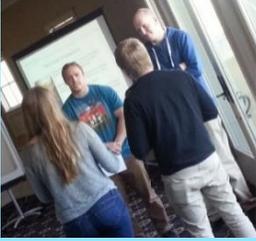
- More consistent and positive customer interactions
- Increased confidence when interacting with customers
- Greater employee ownership over the customer experience
- Increased customer referrals and positive word of mouth



Customer Experience ~ Leadership ~ Positive Workplaces
The evolution of workplace performance

Outstanding! customer service

Workshop Outline: FOUNDATIONAL

Segment Description	Design Elements
<p>Why outstanding customer service is important Using their own personal customer experiences as their foundation, participants will break customer service down into its core, fundamental components. Through interactive discussions and the examination of those experiences, participants will identify the common denominator that exists in all of these experiences. And most importantly, what it is about great customer service that makes it so important.</p>	
<p>The customer-focused mindset Contrary to popular opinion, customer service is not always common sense. An insightful self-assessment, gives participants the opportunity to examine where their strengths are when it comes to their customer service mindset and the service they deliver. Participants will discuss the critical role that attitude plays in customer service, and the influence that their perception can have in every customer interaction.</p>	
<p>The secret to outstanding first impressions First impressions are everything. Participants will consider the very first thing they say to customers and the impact that can have. They will examine the science of a good first impression and will learn proven skills for sending positive messages, right from the beginning.</p>	
<p>How to be an outstanding communicator Clear communication with customers, (and coworkers) is much more difficult than most of us expect it to be. As a result, miscommunication and misunderstandings are often the catalyst for challenging situations. To help highlight these challenges, participants will take part in a fun communication exercise that will leave them with some insightful lessons.</p>	



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Segment Description	Design Elements
<p>Positive language skills for outstanding results "It's not what you say, it's <i>how</i> you say it". This phrase is true in all customer interactions. Here, participants will be introduced to key language strategies and specific words and phrases that will help them create consistent positive interactions. (As well as those to avoid!)</p>	
<p>Understanding and Managing Customer Expectations Customer expectations have changed drastically over the last 10 years. Participants will examine those expectations and what it means for the kind of service that they provide. Participants will examine strategies for managing, and more clearly setting customer expectations.</p>	
<p>Little Things that Achieve Great Results Outstanding customer service is, ultimately, about doing a lot of little things right. A specific set of "Little Things" will be discussed and participants will brainstorm ways to incorporate them into their daily lives,</p>	
<p>Attitude is Everything Attitude is at the heart of Outstanding customer service. Without a positive, customer-focused attitude, the skills and behaviours are meaningless. This workshop ends with a powerful exercise and message about the difference we get to make in people's lives, every day.</p>	



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Let's Talk!

If you would like to learn more about Belding Training's Foundational customer service training workshop -- or any of our programs -- give us a call or send us an email. We would be delighted to help in any way we can!

We can be reached at:

Phone: +1 613-836-3559 | **Email:**
inquiry@beldingtraining.com



About Belding Training

Belding Training is a division of The Belding Group of Companies Inc. We have been designing and delivering award-winning, industry-leading learning solutions in customer service and leadership for over 25 years.

The company CEO and founder, Shaun Belding is a popular keynote speaker and author of six books, including the recent Amazon best-seller, [The Journey to WOW](#)

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